WIED
WORLD ISLAMIC ECONOMIC DEVELOPMENT PROGRAMME
برنامج التنمية الاقتصادية الإسلامية العالمي

WIED WEEK 2027

ADVANCING A SUSTAINABLE, INCLUSIVE AND RESILIENT ISLAMIC ECONOMY

19 – 25 APRIL 2027

MAEPS, SERDANG
MALAYSIA



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WIED WEEK 2027 | OFFICIAL BOOKLET

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INTRODUCTION TO WIED

WORLD ISLAMIC ECONOMIC DEVELOPMENT

A GLOBAL PLATFORM FOR SHARED PROSPERITY

World Islamic Economic Development (WIED) is a strategic international platform dedicated to advancing a sustainable, inclusive and resilient Islamic economy.

WIED brings together governments, industry players, investors, organisations, academia and social stakeholders to explore opportunities, address common challenges and develop practical solutions through collaboration, knowledge exchange and impact-driven initiatives.

Grounded in Islamic values and universal principles, WIED aims to strengthen economic cooperation, promote ethical business practices and create shared prosperity for Muslim-majority and non-Muslim countries alike.



YBHG. TAN SRI DATO' SERI DR. HAJI
MOHAMED YUSOF BIN HAJI MOHAMED NOOR
Chairman
World Islamic Economic Development (WIED)

OUR VISION

To be a leading global platform for advancing a just, inclusive and sustainable Islamic economy for the benefit of all nations.

OUR MISSION

To accelerate collaboration, innovation and strategic partnerships to drive sustainable growth, empower communities and create shared prosperity through the Islamic economy.

OUR STRATEGIC THRUSTS

01 **GLOBAL HALAL TRADE & INDUSTRY ECOSYSTEM**
Strengthen cross-border trade, industry linkages and market access for halal-related products and services.

02 **ISLAMIC FINANCE & SOCIAL IMPACT INSTRUMENTS**
Advance Islamic finance solutions to support inclusive growth, entrepreneurship and social impact.

03 **HUMAN CAPITAL & YOUTH EMPOWERMENT**
Develop future leaders through education, research, skills development and youth entrepreneurship.

04 **KNOWLEDGE, STANDARDS & REGULATORY HARMONISATION**
Promote knowledge sharing, research and harmonisation of standards and regulatory frameworks.

05 **INNOVATION & DIGITAL TRANSFORMATION**
Harness technology and innovation to enhance productivity, competitiveness and new economic opportunities.

06 **SUSTAINABILITY & CLIMATE-ALIGNED DEVELOPMENT**
Support responsible growth, environmental stewardship and climate-aligned economic development.

OUR ECOSYSTEM

CiHU Chartered International Institute of Haji & Umrah
CiWIF Chartered International Institute of Waqf and Islamic Finance
CIHE Chartered International Institute of Halal Economy
Olympia Education — Reward of Knowledge
CiSE Chartered International Institute of Sustainability Economy
INSHAPE International Institute of Heritage, Art, Performance & Entertainment
REACH Institute — Research, Expertise, Advisory, Consultancy & Hub of Excellence Institute

SECTION 2

GLOBAL ISLAMIC ECONOMY



A GROWING FORCE IN THE GLOBAL ECONOMY

The Islamic economy has evolved into a significant and resilient segment of the global economy, driven by a large and young Muslim population, rising ethical consumer demand, strong Islamic finance growth and increasing cross-border trade and investment.

It spans a diverse range of sectors, creating opportunities for businesses, investors and policymakers worldwide.

KEY HIGHLIGHTS

MUSLIM CONSUMER SPENDING (6 SECTORS)

US$2.60 TRILLION IN 2024

US$3.56 TRILLION BY 2029

CAGR 6.5%

Muslim consumer spending across key Islamic economy sectors is expected to reach US$3.56 trillion by 2029, growing at a CAGR of 6.5%.[1]

GLOBAL ISLAMIC FINANCE ASSETS

US$6.5 TRILLION IN 2025

US$10.5 TRILLION BY 2030

CAGR 10.1%

Global Islamic finance assets are projected to reach US$10.5 trillion by 2030, growing at a CAGR of 10.1%.[2]

ISLAMIC ECONOMY INVESTMENT ACTIVITY

US$13.11 BILLION

346 TRANSACTIONS

Islamic economy-related investment activity recorded US$13.11 billion across 346 transactions in 2024/25.[3]

HALAL-RELATED IMPORTS BY OIC ECONOMIES

US$421.5 BILLION

Halal-related imports by OIC economies reached US$421.5 billion, representing 11.6% of total OIC imports.[4]

THE SIX KEY SECTORS OF THE ISLAMIC ECONOMY



- ISLAMIC FINANCE
- HALAL FOOD
- ISLAMIC TOURISM
- MODEST FASHION
- HALAL PHARMACEUTICAL AND COSMETICS
- MEDIA AND RECREATION

Sources: 1. State of the Global Islamic Economy Report 2025/26. 2. ICD–LSEG Islamic Finance Development Report 2026. 3. State of the Global Islamic Economy Report 2025/26. 4. State of the Global Islamic Economy Report 2025/26.

ISLAMIC ECONOMY

SECTORAL REVENUE, ECONOMIC CONTRIBUTIONS & FUTURE PROJECTIONS

Six consumer sectors driving global demand, supported by a growing Islamic finance industry.

CONSUMER SPENDING ACROSS SIX KEY SECTORS

US$ TRILLION / BILLION

SECTOR	2024 (US$ BILLION)	2029 (US$ BILLION)	CAGR 2024 – 2029
HALAL FOOD	1,530	2,060	6.2%
MODEST FASHION	347	444	5.1%
MUSLIM-FRIENDLY TRAVEL	249	424	11.2% FASTEST GROWING SECTOR
MEDIA & RECREATION	276	364	5.7%
HALAL PHARMACEUTICALS	112	146	5.4%
HALAL COSMETICS	92	124	6.2%

TOTAL CONSUMER SPENDING (6 SECTORS)

US$2.60 TRILLION IN 2024

US$3.56 TRILLION BY 2029

6.5% CAGR 2024 – 2029

ISLAMIC FINANCE INDUSTRY

FINANCIAL ASSETS (NOT CONSUMER SPENDING)

The global Islamic finance industry continues to expand, supporting economic development and providing Shariah-compliant financial solutions worldwide.

US$5.99 TRILLION IN 2024

US$9.72 TRILLION BY 2029

10.2% CAGR 2024 – 2029

NOTE: Consumer spending across the six sectors and Islamic finance assets are separate measures and should not be added as a single market-size figure.

Source: DinarStandard, State of the Global Islamic Economy Report 2025/26.

ISLAMIC ECONOMY

KEY SECTORS: OPPORTUNITIES AND GROWTH OUTLOOK

The Islamic economy spans six key consumer sectors, driven by a young and growing Muslim population, rising ethical consumer demand and increasing global awareness of halal and values-based products and services. These sectors present significant opportunities for businesses, investors and policymakers in the years ahead.

01 HALAL FOOD
A GROWING GLOBAL FOOD MARKET



Halal food remains the largest sector in the Islamic economy, driven by a growing global Muslim population, rising demand for safe, healthy and ethical food, and increasing availability of halal-certified products worldwide.

US$1,530 BILLION IN 2024	US$2,060 BILLION BY 2029

CAGR 6.2% (2024 – 2029)

02 MODEST FASHION
A DYNAMIC AND INCLUSIVE INDUSTRY



Modest fashion continues to expand globally, supported by evolving consumer preferences, greater brand diversity and growing acceptance beyond Muslim consumers.

US$347 BILLION IN 2024	US$444 BILLION BY 2029

CAGR 5.1% (2024 – 2029)

03 MUSLIM-FRIENDLY TRAVEL
A HIGH-GROWTH GLOBAL SEGMENT



Muslim-friendly travel is the fastest-growing sector, driven by rising international travel, greater halal-friendly services and growing demand for faith-based and family-friendly travel experiences.

US$249 BILLION IN 2024	US$424 BILLION BY 2029

CAGR 11.2% (2024 – 2029)

04 MEDIA & RECREATION
EXPANDING HALAL-COMPLIANT CONTENT AND LIFESTYLE



The media and recreation sector is growing with increasing demand for halal-compliant content, Islamic entertainment, publications and digital platforms that reflect Islamic values.

US$276 BILLION IN 2024	US$364 BILLION BY 2029

CAGR 5.7% (2024 – 2029)

05 HALAL PHARMACEUTICALS
A GROWING MARKET FOR HEALTH AND WELL-BEING



Halal pharmaceuticals continue to grow, driven by increasing consumer awareness, stricter halal certification standards and expanding access to halal-compliant medicines and vaccines.

US$112 BILLION IN 2024	US$146 BILLION BY 2029

CAGR 5.4% (2024 – 2029)

06 HALAL COSMETICS
BEAUTY WITH VALUES



Halal cosmetics is gaining strong global traction, supported by rising demand for clean, safe and ethically produced beauty products among Muslim and non-Muslim consumers.

US$92 BILLION IN 2024	US$124 BILLION BY 2029

CAGR 6.2% (2024 – 2029)

KEY TAKEAWAYS

STRONG AND GROWING DEMAND
Driven by a young Muslim population, rising ethical consumption and greater global awareness.

DIVERSE OPPORTUNITIES
Across six key sectors with significant potential for business, investment and innovation.

INCLUSION BEYOND BORDERS
Appealing to both Muslim and non-Muslim consumers worldwide.

SUPPORTING SUSTAINABLE GROWTH
Aligned with ethical, responsible and values-based economic development.

Source: DinarStandard, State of the Global Islamic Economy Report 2025/26.



WIED WEEK 2027

STRATEGIC DIRECTION, RATIONALE & OBJECTIVES

A GLOBAL PLATFORM FOR A STRONGER, MORE SUSTAINABLE ISLAMIC ECONOMY

WIED WEEK 2027 is a flagship international platform that brings together governments, industry, investors, academia and communities to advance a resilient, inclusive and sustainable Islamic economy through dialogue, collaboration and actionable initiatives.

STRATEGIC DIRECTION

ADVANCING A RESILIENT, INCLUSIVE AND SUSTAINABLE ISLAMIC ECONOMY

- **POSITION WIED WEEK** as a premier global platform for Islamic economic development.
- **STRENGTHEN COLLABORATION** across governments, industry, investors, academia and civil society.
- **DRIVE INNOVATION** and knowledge exchange to unlock new opportunities.
- **PROMOTE SUSTAINABLE AND INCLUSIVE** growth aligned with Islamic values and the Sustainable Development Goals (SDGs).

RATIONALE

WHY WIED WEEK 2027, WHY MALAYSIA?

GROWING GLOBAL SIGNIFICANCE
The Islamic economy continues to expand, driven by a young and dynamic Muslim population, increasing consumer demand and a resilient Islamic finance industry.

MALAYSIA AS A STRATEGIC HOST
Malaysia's strong Islamic finance ecosystem, halal industry leadership, strategic location and track record in hosting international events make it an ideal venue to convene the global Islamic economy community.

A PLATFORM FOR ACTION
WIED WEEK 2027 provides a timely platform to address global challenges, share best practices and develop practical solutions for sustainable and inclusive growth.

ENHANCING INTERNATIONAL POSITIONING
The event strengthens Malaysia's position as a leading global hub for Islamic economic development and fosters greater South-South and global cooperation.

OBJECTIVES

WHAT WIED WEEK 2027 AIMS TO ACHIEVE

01 FACILITATE DIALOGUE
Provide a global platform for high-level dialogue on key issues, trends and opportunities in the Islamic economy.

02 STRENGTHEN PARTNERSHIPS
Build strategic partnerships between governments, industry players, investors, academia and communities.

03 ADVANCE PRACTICAL SOLUTIONS
Drive the development of actionable initiatives and projects that support inclusive and sustainable economic development.

04 UNLOCK OPPORTUNITIES
Create opportunities for investment, trade, innovation and entrepreneurship across key sectors of the Islamic economy.

05 PROMOTE PEOPLE DEVELOPMENT
Empower the next generation through capacity building, knowledge exchange and youth-focused programmes.

EXPECTED OUTCOMES

LASTING IMPACT BEYOND THE EVENT

- STRONGER INTERNATIONAL NETWORKS
- NEW INVESTMENT AND BUSINESS OPPORTUNITIES
- POLICY INSIGHTS AND RECOMMENDATIONS
- GREATER YOUTH AND COMMUNITY ENGAGEMENT
- TANGIBLE CONTRIBUTION TO A SUSTAINABLE AND PROSPEROUS ISLAMIC ECONOMY



WIED WEEK 2027

OVERVIEW OF THE 15-EVENT PORTFOLIO

SEVEN DAYS. 15 EVENTS. A SHARED PURPOSE.

WIED WEEK 2027 brings together international summits, industry conferences, exhibitions, awards, youth programmes, cultural initiatives and community activities to advance a resilient, inclusive and sustainable Islamic economy.

19 – 25 APRIL 2027
MAEPS, SERDANG
MALAYSIA

1 PRE-WEEK PROGRAMMES

ENGAGING YOUTH, SUSTAINABILITY AND KNOWLEDGE DEVELOPMENT

4 EVENTS



19 APR 2027 — 01

WORLD ISLAMIC ECONOMIC SYMPOSIUM (CALLING PAPER)

Advancing Knowledge for a Stronger Islamic Economy



20 APR 2027 — 02

INTERNATIONAL HALAL ECONOMIC CONFERENCE (IHEC)

Strengthening the Global Halal Economy



21 APR 2027 — 03

WIED YOUNG ENTREPRENEURS BOOTCAMP (WYEB)

Transforming Ideas into Future Enterprises



22 APR 2027 — 04

WIED AMANAH EARTH PROGRAMME (WAEP)

Fulfilling Our Responsibility Towards a Sustainable Future

2 MAIN WEEK PROGRAMMES

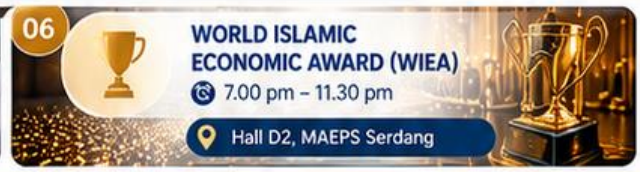
GLOBAL DIALOGUE, BUSINESS, EXHIBITION AND COMMUNITY ENGAGEMENT

11 EVENTS

23 APR FRIDAY



05 **NATIONAL HALAL SUPERVISORS CONFERENCE**
8.30 am – 5.00 pm
Hall D1, MAEPS Serdang



06 **WORLD ISLAMIC ECONOMIC AWARD (WIEA)**
7.00 pm – 11.30 pm
Hall D2, MAEPS Serdang

24 APR 2027 SATURDAY



07 **WIED TREASURE QUEST (WTQ)**
7.00 am – 11.00 am
MAEPS Serdang



08 **WORLD ISLAMIC ECONOMIC SUMMIT (WIES)**
9.00 am – 4.30 pm
Hall A1, MAEPS Serdang



09 **WIED SUARA UMMAH**
6.00 pm – 10.00 pm
Hall A1, MAEPS Serdang



10 **INTERNATIONAL HALAL ECONOMIC EXPO (IHEX)**
8.00 am – 10.00 pm
Hall A2 & A3, MAEPS Serdang



11 **HALAL FOOD FESTIVAL**
8.00 am – 10.00 pm
Boulevard Hall A, MAEPS Serdang

25 APR 2027 SUNDAY



12 **WIED BARAKAH RUN 2027**
8.00 am – 11.00 am
MAEPS Serdang



13 **WORLD ISLAMIC TRAVEL & HOSPITALITY CONFERENCE (WITHC)**
8.00 am – 1.00 pm
Hall A1, MAEPS Serdang



14 **WIED CULTURAL FUSION 2027 (Traditional Fashion & Dance)**
2.00 pm – 10.00 pm
Hall A1, MAEPS Serdang



15 **LEADERS ROUNDTABLE & DECLARATION**
8.00 am – 1.00 pm
Putrajaya

7 DAYS 19 – 25 APRIL 2027

15 EVENTS ACROSS DIVERSE THEMES

LOCAL & INTERNATIONAL PARTICIPATION

BUSINESS, KNOWLEDGE, YOUTH, CULTURE AND COMMUNITY



WIED WEEK 2027

WORLD ISLAMIC ECONOMIC SUMMIT (WIES)

GLOBAL DIALOGUE FOR A RESILIENT, INCLUSIVE AND SUSTAINABLE ISLAMIC ECONOMY

24 APRIL 2027 SATURDAY

9.00 am – 4.30 pm

HALL A1
MAEPS SERDANG
MALAYSIA

ABOUT WIES

The World Islamic Economic Summit (WIES) is the premier summit of WIED WEEK 2027, bringing together global leaders, policymakers, industry players, scholars and thought leaders to discuss key issues, opportunities and strategies for strengthening the Islamic economy in a rapidly changing world.

WIES serves as a high-level platform for meaningful dialogue, international collaboration and actionable solutions to build a more resilient, inclusive and sustainable Islamic economy.



TARGET PARTICIPANTS

- 500+ PARTICIPANTS
- INTERNATIONAL GOVERNMENT REPRESENTATIVES
- INDUSTRY LEADERS AND INVESTORS
- ACADEMICS AND RESEARCHERS
- ISLAMIC ECONOMY STAKEHOLDERS
- MEDIA AND INTERNATIONAL OBSERVERS

SUMMIT THEMES AND TRACKS

FIVE KEY TRACKS. GLOBAL PERSPECTIVES. ACTIONABLE OUTCOMES.



01

GEOPOLITICS, TRADE AND ECONOMIC COOPERATION

Strengthening partnerships and navigating global challenges.



02

INVESTMENT, ISLAMIC FINANCE AND ECONOMIC GROWTH

Mobilising capital for sustainable and inclusive development.



03

FOOD SECURITY, SUSTAINABILITY AND ESG

Building resilient food systems and advancing sustainable growth.



04

AI, DIGITAL ECONOMY AND FUTURE INDUSTRIES

Harnessing technology for inclusive and ethical development.



05

ECONOMIC RESILIENCE, SUPPLY CHAIN SECURITY AND GLOBAL TRADE TRANSFORMATION

Enhancing resilience and securing future opportunities.

EXPECTED OUTCOMES

- STRONGER INTERNATIONAL PARTNERSHIPS
- NEW INVESTMENT AND BUSINESS OPPORTUNITIES
- POLICY INSIGHTS AND RECOMMENDATIONS
- INNOVATIVE SOLUTIONS FOR KEY CHALLENGES
- GREATER AWARENESS AND ENGAGEMENT IN THE ISLAMIC ECONOMY AGENDA



WIED WEEK 2027

INTERNATIONAL HALAL ECONOMY CONFERENCE (IHEC)

STRENGTHENING THE GLOBAL HALAL ECONOMY FOR A SUSTAINABLE AND INCLUSIVE FUTURE



20 APRIL 2027 TUESDAY

8.00 am – 4.30 pm

BRINGING TOGETHER GLOBAL HALAL STAKEHOLDERS
Dialogue | Collaboration | Opportunities

ABOUT IHEC

The International Halal Economy Conference (IHEC) is a key platform under WIED WEEK 2027, focusing on the future of the global halal economy. IHEC brings together government leaders, industry players, investors, scholars and international organisations to explore strategies, opportunities and solutions for building a resilient, innovative and sustainable halal ecosystem.

The conference aims to strengthen cross-border halal trade, promote industry development, advance standards and governance, and position the halal economy as a key driver for inclusive and sustainable global growth.



OBJECTIVES

- EXPLORE GLOBAL TRENDS AND FUTURE OPPORTUNITIES IN THE HALAL ECONOMY
- STRENGTHEN INTERNATIONAL COLLABORATION AND MARKET ACCESS
- PROMOTE INNOVATION, STANDARDS AND GOOD GOVERNANCE
- SUPPORT INDUSTRY DEVELOPMENT AND CAPACITY BUILDING
- ADVANCE SUSTAINABILITY AND ESG WITHIN THE HALAL ECOSYSTEM

KEY DISCUSSION AREAS

ADDRESSING TODAY'S CHALLENGES, SHAPING TOMORROW'S OPPORTUNITIES



01 INTERNATIONAL CROSS-BORDER HALAL TRADE
Expanding market access and strengthening global halal supply chains.



02 ESG AND SUSTAINABILITY IN THE HALAL ECONOMY
Integrating sustainability practices for a resilient and responsible halal industry.



03 SECURING THE HALAL ECONOMIC ECOSYSTEM
Enhancing integrity, standards, certification and governance.



04 ISLAMIC FINANCE AND INVESTMENT FOR HALAL GROWTH
Mobilising capital to support halal industry development and innovation.



05 DIGITALISATION AND INNOVATION IN HALAL INDUSTRIES
Leveraging technology to enhance competitiveness and global reach.

TARGET PARTICIPANTS



- GOVERNMENT REPRESENTATIVES
- INDUSTRY LEADERS AND BUSINESS PLAYERS
- INVESTORS AND FINANCIAL INSTITUTIONS
- ACADEMICS AND RESEARCHERS
- INTERNATIONAL ORGANISATIONS
- HALAL CERTIFICATION BODIES AND STANDARDS EXPERTS
- MEDIA AND INTERNATIONAL OBSERVERS

EXPECTED OUTCOMES

- STRONGER GLOBAL PARTNERSHIPS
- NEW BUSINESS AND INVESTMENT OPPORTUNITIES
- POLICY INSIGHTS AND PRACTICAL RECOMMENDATIONS
- GREATER INDUSTRY COLLABORATION AND CAPACITY BUILDING
- CONTRIBUTION TO A SUSTAINABLE AND INCLUSIVE HALAL ECONOMY



WIED WEEK 2027

WORLD ISLAMIC TRAVEL & HOSPITALITY CONFERENCE (WITHC)

SHAPING THE FUTURE OF MUSLIM-FRIENDLY TRAVEL, HOSPITALITY AND SUSTAINABLE TOURISM

25 APRIL 2027 SUNDAY | 8.00 am – 1.00 pm | HALL A1 MAEPS SERDANG MALAYSIA

ABOUT WITHC

The World Islamic Travel & Hospitality Conference (WITHC) is a strategic platform under WIED WEEK 2027 that brings together government representatives, industry leaders, travel operators, hospitality providers, airlines, academics and international experts to drive the next phase of Muslim-friendly travel and hospitality.

WITHC explores market trends, policy direction, industry innovation and investment opportunities to position Malaysia and the region as a leading global hub for inclusive, sustainable and high-value Islamic tourism.



CONFERENCE TRACKS

FOUR KEY TRACKS FOR A COMPETITIVE, INCLUSIVE AND SUSTAINABLE ISLAMIC TOURISM ECOSYSTEM



01

GLOBAL TRENDS & MARKET OPPORTUNITIES IN ISLAMIC TOURISM

Emerging opportunities, traveller insights and growth markets.



02

MUSLIM-FRIENDLY HOSPITALITY EXCELLENCE

Standards, certification, service innovation and guest experience.



03

SUSTAINABLE & RESPONSIBLE TOURISM

ESG integration, community engagement and destination resilience.



04

DIGITALISATION, INVESTMENT & INDUSTRY COLLABORATION

Technology, business models, partnerships and investment opportunities.

HIGHLIGHTS

- EXPERT PANEL DISCUSSIONS
- INDUSTRY CASE STUDIES
- BUSINESS MATCHING & PARTNERSHIP ENGAGEMENT
- POLICY & STANDARDS DIALOGUE
- DESTINATION SHOWCASE

TARGET PARTICIPANTS



- GOVERNMENT AGENCIES
- TRAVEL & TOUR OPERATORS
- HOTEL & HOSPITALITY PLAYERS
- AIRLINES & AIRPORT OPERATORS
- DESTINATION MANAGEMENT ORGANISATIONS
- INVESTORS & INDUSTRY PARTNERS
- ACADEMICS & RESEARCHERS

EXPECTED OUTCOMES

- STRONGER ISLAMIC TOURISM ECOSYSTEM
- HIGHER INDUSTRY STANDARDS AND CERTIFICATION ADOPTION
- NEW BUSINESS AND INVESTMENT OPPORTUNITIES
- ENHANCED REGIONAL AND GLOBAL CONNECTIVITY
- A MORE SUSTAINABLE AND INCLUSIVE TOURISM SECTOR



WIED WEEK 2027

INTERNATIONAL HALAL ECONOMY EXPO (IHEX)

A PREMIER EXHIBITION FOR
HALAL INDUSTRY, BUSINESS,
INVESTMENT AND GLOBAL MARKET ACCESS

24 – 25
APRIL 2027
(SATURDAY – SUNDAY)

8.00 am
– 10.00 pm

HALL A2 & A3
MAEPS SERDANG
MALAYSIA

ABOUT IHEX

The International Halal Economy Expo (IHEX) is a comprehensive exhibition and business platform under WIED WEEK 2027, showcasing products, services, solutions and innovations across the global halal economy.

IHEX connects businesses with industry buyers, investors, distributors and strategic partners to expand markets, build collaborations and accelerate the growth of a resilient, innovative and sustainable halal ecosystem.



OBJECTIVES

- SHOWCASE HALAL PRODUCTS, SERVICES AND INNOVATIONS
- CREATE BUSINESS MATCHING AND INVESTMENT OPPORTUNITIES
- EXPAND MARKET ACCESS LOCALLY AND GLOBALLY
- PROMOTE SUSTAINABLE AND ESG-ALIGNED HALAL PRACTICES
- STRENGTHEN THE REGIONAL AND GLOBAL HALAL ECOSYSTEM

EXHIBITION CATEGORIES (25 SECTORS)


01 Halal Food & Beverages


02 Halal Ingredients


03 Halal Cosmetics & Personal Care


04 Halal Pharmaceutical & Nutraceutical


05 Modest Fashion & Lifestyle


06 Muslim-Friendly Travel & Tourism


07 Hospitality & Halal Services


08 Islamic Finance & Banking


09 Halal Logistics & Cold Chain


10 Packaging & Labelling Solutions


11 Halal Machinery & Processing


12 Food Technology & Innovation


13 Agricultural & Agro-Halal


14 Livestock & Halal Meat Industry


15 Fisheries & Aquaculture


16 Bioeconomy & Natural Resources


17 Renewable Energy & Green Technology


18 ESG & Sustainable Solutions


19 Digitalisation & Halal Tech (eHalal, Traceability)


20 Education, Training & Certification


21 Halal Standards, Testing & Certification


22 Professional Services (Consultancy, Legal, Advisory)


23 Government Agencies & Industry Bodies


24 Start-up & Entrepreneur Showcase


25 International Pavilions & Country Showcase

EXPECTED OUTCOMES

- NEW BUSINESS AND MARKET OPPORTUNITIES
- STRATEGIC PARTNERSHIPS AND INVESTMENT LEADS
- INDUSTRY COLLABORATION AND TECHNOLOGY ADOPTION
- GREATER HALAL INDUSTRY GROWTH AND COMPETITIVENESS
- STRONGER GLOBAL MARKET PRESENCE

WIED WEEK 2027

WORLD ISLAMIC ECONOMIC AWARD (WIEA)

RECOGNISING EXCELLENCE, INNOVATION AND IMPACT IN THE ISLAMIC ECONOMY



23 APRIL 2027 FRIDAY | 7.00 pm – 11.30 pm | HALL D2 MAEPS SERDANG MALAYSIA

ABOUT WIEA

The World Islamic Economic Award (WIEA) is a prestigious recognition programme under WIED WEEK 2027 that honours outstanding organisations, enterprises and leaders who have demonstrated excellence, innovation, integrity and measurable impact in advancing the Islamic economy.

WIEA celebrates best practices, sustainable growth and contributions towards a more inclusive, resilient and globally competitive Islamic economy.



OBJECTIVES

- RECOGNISE OUTSTANDING ACHIEVEMENT IN THE ISLAMIC ECONOMY
- PROMOTE INNOVATION, SUSTAINABILITY AND BEST PRACTICES
- ENCOURAGE HIGHER STANDARDS OF GOVERNANCE, INTEGRITY AND COMPLIANCE
- SHOWCASE ROLE MODELS AND SUCCESS STORIES REGIONALLY AND GLOBALLY
- STRENGTHEN INDUSTRY CONFIDENCE AND INVESTMENT OPPORTUNITIES

AWARD CATEGORIES (PROPOSED)

HONOURING EXCELLENCE ACROSS THE ISLAMIC ECONOMY ECOSYSTEM



HALAL INDUSTRY EXCELLENCE AWARD



ISLAMIC FINANCE EXCELLENCE AWARD



SUSTAINABILITY & ESG LEADERSHIP AWARD



INNOVATION & TECHNOLOGY AWARD



HALAL ENTREPRENEUR EXCELLENCE AWARD



MUSLIM-FRIENDLY TRAVEL & HOSPITALITY AWARD



INDUSTRY COLLABORATION AWARD



HALAL TRADE & MARKET EXPANSION AWARD



COMMUNITY & SOCIAL IMPACT AWARD



SPECIAL RECOGNITION AWARD



VALUE & BENEFITS

- INDUSTRY RECOGNITION & PRESTIGE
- ENHANCED BRAND VISIBILITY
- GREATER BUSINESS & INVESTMENT OPPORTUNITIES
- NETWORKING WITH GLOBAL INDUSTRY LEADERS
- A PLATFORM TO SHOWCASE IMPACT AND BEST PRACTICES

WIED WEEK 2027

NATIONAL HALAL SUPERVISORS CONFERENCE

STRENGTHENING COMPETENCY, INTEGRITY AND GOVERNANCE IN HALAL ASSURANCE



24 APRIL 2027 SATURDAY | **8.00 am – 5.00 pm** | **HALL D1 MAEPS SERDANG MALAYSIA**

ABOUT THE CONFERENCE

The National Halal Supervisors Conference is a dedicated platform for Halal Supervisors, Internal Halal Committee (IHC) members and industry practitioners to strengthen knowledge, competency and compliance in halal assurance.

The conference addresses current regulatory requirements, governance practices, industry challenges and emerging issues to enhance the credibility and integrity of the national halal ecosystem.



OBJECTIVES

- ENHANCE THE COMPETENCY AND PROFESSIONALISM OF HALAL SUPERVISORS
- STRENGTHEN HALAL GOVERNANCE, COMPLIANCE AND INTEGRITY
- SHARE LATEST REGULATORY UPDATES, STANDARDS AND INDUSTRY DEVELOPMENTS
- FOSTER KNOWLEDGE SHARING, NETWORKING AND BEST PRACTICES ACROSS SECTORS

KEY DISCUSSION AREAS

PRACTICAL INSIGHTS, REGULATORY UPDATES AND INDUSTRY SOLUTIONS FOR HALAL SUPERVISORS

01



HALAL GOVERNANCE & REGULATORY UPDATES

Latest requirements, standards and compliance practices.

02



ROLE & COMPETENCY OF HALAL SUPERVISORS

Responsibilities, ethics and best practices in halal assurance.

03



HALAL ASSURANCE SYSTEM & INTERNAL CONTROL

Implementation, auditing and continuous improvement.

04



HALAL RAW MATERIALS & SUPPLY CHAIN INTEGRITY

Sourcing, verification and risk management in the halal value chain.

05



EMERGING ISSUES & FUTURE TRENDS IN HALAL ASSURANCE

Technology, innovation and global developments affecting halal oversight.



TARGET PARTICIPANTS

- HALAL SUPERVISORS
- INTERNAL HALAL COMMITTEE (IHC) MEMBERS
- HALAL-RELATED OFFICERS FROM INDUSTRY
- HALAL CERTIFICATION BODIES & REGULATORS
- ACADEMICS & TRAINING PROVIDERS
- INDUSTRY PLAYERS (FOOD, F&B, PHARMACEUTICAL, COSMETICS, LOGISTICS, HOSPITALITY, ETC.)

EXPECTED OUTCOMES

- HIGHER COMPETENCY & READINESS
- STRONGER COMPLIANCE & INTEGRITY
- IMPROVED HALAL ASSURANCE PRACTICES
- GREATER INDUSTRY COLLABORATION & KNOWLEDGE SHARING

WIED WEEK 2027

LEADERS ROUNDTABLE & DECLARATION

A HIGH-LEVEL DIALOGUE FOR COLLECTIVE ACTION TOWARDS A SUSTAINABLE ISLAMIC ECONOMY



25 APRIL 2027 SUNDAY

2.00 pm – 5.00 pm

HALL D2
MAEPS SERDANG
MALAYSIA

ABOUT THE PROGRAMME

The Leaders Roundtable & Declaration is a high-level, closed-door dialogue that brings together government leaders, policy makers, industry captains, shariah scholars, academics and international experts to deliberate on key priorities shaping the future of the Islamic economy.

The session will conclude with the adoption of the WIED Declaration, a collective commitment to strengthen cooperation, drive sustainable and inclusive growth, and advance the global Islamic economy.



OBJECTIVES

- FOSTER HIGH-LEVEL DIALOGUE AND STRATEGIC COLLABORATION
- ALIGN POLICIES, INDUSTRY ACTIONS AND INVESTMENT OPPORTUNITIES
- STRENGTHEN REGIONAL AND GLOBAL ECONOMIC COOPERATION
- ADOPT THE WIED DECLARATION FOR A MORE RESILIENT, SUSTAINABLE AND INCLUSIVE ISLAMIC ECONOMY

KEY FOCUS AREAS

STRATEGIC DIALOGUE ON PRIORITIES FOR A RESILIENT, INCLUSIVE AND SUSTAINABLE ISLAMIC ECONOMY

01



SUSTAINABLE & RESILIENT ISLAMIC ECONOMY

Advancing ESG, green growth and long-term economic resilience.

02



TRADE, INVESTMENT & ECONOMIC COOPERATION

Strengthening market access, investment flows and regional connectivity.

03



DIGITAL ECONOMY & FUTURE INDUSTRIES

Partnering for innovation, productivity and a competitive Islamic economy.

04



HALAL INDUSTRY DEVELOPMENT & INTEGRITY

Enhancing the halal ecosystem through standards, talent and innovation.

05



INCLUSIVE GROWTH & GLOBAL PARTNERSHIP

Driving shared prosperity, capacity building and people-centric development.



TARGET PARTICIPANTS

- GOVERNMENT LEADERS & POLICY MAKERS
- INDUSTRY LEADERS & BUSINESS COUNCILS
- SHARIAH SCHOLARS & HALAL EXPERTS
- INTERNATIONAL ORGANISATIONS
- ACADEMICS & RESEARCH INSTITUTIONS
- STRATEGIC PARTNERS & INVESTORS

EXPECTED OUTCOMES

- THE WIED DECLARATION
- STRATEGIC PARTNERSHIPS & ACTION INITIATIVES
- POLICY DIALOGUE & INDUSTRY ALIGNMENT

WIED WEEK 2027
WORLD ISLAMIC ECONOMIC SYMPOSIUM



CALL FOR PAPERS

ACADEMIC RESEARCH FOR A SUSTAINABLE AND INCLUSIVE ISLAMIC ECONOMY

24 – 25 APRIL 2027 (SATURDAY – SUNDAY)

8.30 am – 5.00 pm

MAEPS SERDANG MALAYSIA

A CONCURRENT ACADEMIC SYMPOSIUM & PAPER PRESENTATION

ABOUT THE SYMPOSIUM

The World Islamic Economic Symposium provides a scholarly platform for researchers, academics, industry experts and policy practitioners to present and discuss innovative research, best practices and policy ideas that advance the growth of a resilient, sustainable and inclusive Islamic economy.



OBJECTIVES

- GENERATE NEW KNOWLEDGE AND INSIGHTS IN THE ISLAMIC ECONOMY
- BRIDGE ACADEMIC RESEARCH, INDUSTRY PRACTICE AND POLICY DEVELOPMENT
- PROMOTE INNOVATION, SUSTAINABILITY AND INCLUSIVITY IN ISLAMIC ECONOMY SECTORS
- NURTURE RESEARCH TALENT AND STRATEGIC COLLABORATION LOCALLY AND GLOBALLY

SUGGESTED PAPER TOPICS

PAPERS ARE INVITED ON TOPICS RELATED TO, BUT NOT LIMITED TO, THE FOLLOWING AREAS:

01

ISLAMIC FINANCE FOR SUSTAINABLE DEVELOPMENT

02

GLOBAL HALAL TRADE, MARKET ACCESS AND ECONOMIC INTEGRATION

03


ESG AND SUSTAINABILITY IN THE HALAL ECONOMY

04

HALAL GOVERNANCE, ASSURANCE AND SUPPLY CHAIN INTEGRITY

05


DIGITALISATION, AI AND INNOVATION IN ISLAMIC ECONOMY SECTORS

06

MUSLIM-FRIENDLY TRAVEL, HOSPITALITY AND CREATIVE ECONOMY

07

MODEST FASHION ECOSYSTEM, BRANDING AND GLOBAL COMPETITIVENESS

08

HALAL PHARMACEUTICALS, COSMETICS AND HEALTH ECONOMY

09

HALAL FOOD SECURITY, AGRIFOOD INNOVATION AND AGRI-HALAL ECOSYSTEM

10

SOCIO-ECONOMIC IMPACT, INCLUSIVITY AND COMMUNITY DEVELOPMENT IN THE ISLAMIC ECONOMY



SUBMISSION GUIDELINES (KEY HIGHLIGHTS)

- Full Paper: 10 – 15 pages
- Language: English or Malay
- Original and unpublished work
- Follow the official formatting template
- Peer review process
- Selected papers will be presented during WIED WEEK 2027

BENEFITS TO AUTHORS

- Present your research to a global audience
- Publication opportunity in conference proceedings (with ISBN)
- Networking with academics, industry and policy leaders
- Contribute to the advancement of the Islamic economy agenda



WIED WEEK 2027

WIED YOUNG ENTREPRENEURS BOOTCAMP (WYEB)

TRANSFORMING IDEAS INTO FUTURE ENTERPRISES

19 APRIL 2027 MONDAY | 9.00 am – 5.00 pm | HYBRID (ONLINE)

ABOUT WYEB

The WIED Young Entrepreneurs Bootcamp (WYEB) is an intensive capacity-building programme designed to equip aspiring and early-stage entrepreneurs with the knowledge, skills, networks and resources to build innovative, shariah-compliant and sustainable businesses for the global market.



OBJECTIVES

- DEVELOP ENTREPRENEURIAL MINDSET AND BUSINESS CAPABILITIES
- FOSTER INNOVATION, CREATIVITY AND PROBLEM-SOLVING
- PROMOTE SHARIAH-COMPLIANT AND SUSTAINABLE BUSINESS MODELS
- CONNECT YOUNG ENTREPRENEURS WITH MENTORS, INVESTORS AND INDUSTRY PLAYERS
- PREPARE PARTICIPANTS FOR REGIONAL AND GLOBAL MARKET OPPORTUNITIES

BOOTCAMP MODULES

A PRACTICAL, HANDS-ON EXPERIENCE TO TURN IDEAS INTO REAL BUSINESS OPPORTUNITIES



ENTREPRENEURIAL MINDSET & BUSINESS MODEL DEVELOPMENT



BUSINESS PLANNING & MARKET VALIDATION



ACCESS TO FINANCING & INVESTMENT READINESS



ESG, SUSTAINABILITY & HALAL BUSINESS PRACTICES



GO GLOBAL: MARKET ACCESS & INTERNATIONAL EXPANSION



TARGET PARTICIPANTS

- UNIVERSITY STUDENTS
- TVET STUDENTS
- YOUNG ENTREPRENEURS (AGED 18 – 35)
- EARLY-STAGE STARTUPS
- YOUTH-LED BUSINESS TEAMS

EXPECTED OUTCOMES

- VALIDATED BUSINESS IDEAS
- INVESTOR & INDUSTRY NETWORK ACCESS
- PITCH OPPORTUNITY TO POTENTIAL FUNDERS
- A PIPELINE OF YOUNG ISLAMIC ECONOMY ENTREPRENEURS



WIED WEEK 2027

WIED AMANAH EARTH PROGRAMME (WAEP)

FULFILLING OUR RESPONSIBILITY TOWARDS A SUSTAINABLE FUTURE

20 APRIL 2027 TUESDAY | 8.00 am – 5.00 pm | HYBRID (ONLINE)

ABOUT WAEP

The WIED Amanah Earth Programme (WAEP) is a sustainability and environmental action programme that promotes collective responsibility, green innovation and practical solutions to advance a low-carbon, resource-efficient and resilient Islamic economy.



OBJECTIVES

- PROMOTE ENVIRONMENTAL STEWARDSHIP BASED ON ISLAMIC VALUES
- ACCELERATE THE ADOPTION OF CLEAN ENERGY AND LOW-CARBON SOLUTIONS
- ENCOURAGE CIRCULAR ECONOMY AND RESPONSIBLE RESOURCE USE
- ENGAGE YOUTH, INDUSTRY AND COMMUNITIES IN SUSTAINABILITY ACTION

KEY FOCUS AREAS

PRACTICAL ACTIONS, KNOWLEDGE SHARING AND COLLABORATION FOR A GREENER AND MORE RESILIENT ISLAMIC ECONOMY



CLEAN ENERGY & ENERGY TRANSITION

Renewable energy adoption, energy efficiency and green infrastructure.



CIRCULAR ECONOMY & WASTE MANAGEMENT

Reduce, reuse, recycle and sustainable resource utilisation.



SUSTAINABLE BUSINESS & GREEN OPERATIONS

ESG integration, green certification and low-carbon practices.



WATER CONSERVATION & RESOURCE RESILIENCE

Efficient water use, recycling and climate adaptation.



NATURE, BIODIVERSITY & CLIMATE ACTION

Conservation, ecosystem restoration and carbon reduction initiatives.



TARGET PARTICIPANTS

- UNIVERSITY STUDENTS
- YOUNG ENTREPRENEURS
- INDUSTRY PROFESSIONALS
- SMEs & HALAL BUSINESSES
- GOVERNMENT & AGENCIES
- COMMUNITY & NGO REPRESENTATIVES

EXPECTED OUTCOMES

- GREATER SUSTAINABILITY AWARENESS & ACTION
- ADOPTION OF GREEN & LOW-CARBON PRACTICES
- CROSS-SECTOR COLLABORATION & PROJECT INITIATIVES
- TANGIBLE CONTRIBUTION TO A MORE RESILIENT ISLAMIC ECONOMY

WIED WEEK 2027

WIED TREASURE QUEST (WTQ)

FOLLOW THE CLUES, DISCOVER THE FUTURE



21 APRIL 2027 WEDNESDAY

8.00 am – 5.00 pm

IN COLLABORATION WITH UNIVERSITIES (TBA)

ABOUT WTQ

The WIED Treasure Quest (WTQ) is an interactive, team-based challenge that combines exploration, problem-solving and real-world economic scenarios related to the Islamic economy, innovation and sustainability.

It provides a fun, experiential learning platform that encourages critical thinking, teamwork and industry awareness among youth and students.



OBJECTIVES

- ENHANCE KNOWLEDGE OF THE ISLAMIC ECONOMY ECOSYSTEM
- DEVELOP PROBLEM-SOLVING AND TEAM COLLABORATION SKILLS
- PROMOTE INNOVATION, CREATIVITY AND SUSTAINABILITY AWARENESS
- CONNECT YOUTH WITH REAL INDUSTRY INSIGHTS AND OPPORTUNITIES

CHALLENGE THEMES

A REAL-WORLD QUEST EXPLORING OPPORTUNITIES, INNOVATION AND SOLUTIONS FOR THE ISLAMIC ECONOMY



HALAL INDUSTRY EXPLORATION

From production to global market



SUSTAINABILITY & ESG CHALLENGE

Innovative and green solutions for the halal economy



DIGITAL ISLAMIC ECONOMY CHALLENGE

Leveraging technology for industry growth



ISLAMIC TRAVEL & HOSPITALITY QUEST

Creating Muslim-friendly travel experiences



HALAL ENTREPRENEURSHIP CHALLENGE

Turning ideas into viable business solutions



TARGET PARTICIPANTS

- UNIVERSITY & COLLEGE STUDENTS
- YOUNG ENTREPRENEURS
- TVET STUDENTS
- YOUTH INNOVATORS (AGED 18 – 30)
- MULTI-DISCIPLINARY TEAMS (3 – 5 MEMBERS PER TEAM)

EXPECTED OUTCOMES

- PRACTICAL INDUSTRY EXPOSURE
- ENHANCED INNOVATION & TEAMWORK
- GREATER AWARENESS OF THE ISLAMIC ECONOMY
- TALENT PIPELINE FOR FUTURE INDUSTRY LEADERS

WIED WEEK 2027

WIED SUARA UMMAH

ISLAMIC SINGING COMPETITION



24 APRIL 2027 (SATURDAY) | **6.00 pm – 10.00 pm** | **HALL A1 MAEPS, SERDANG** | **CO-ORGANISED BY MR. AZRIN**

ABOUT WIED SUARA UMMAH

WIED Suara Ummah is an Islamic singing competition that celebrates talent, creativity and positive expression through songs with Islamic values and universal messages such as faith, integrity, compassion, hope and a better society.



OBJECTIVES

- SHOWCASE MUSICAL TALENT WITH ISLAMIC VALUES
- INSPIRE POSITIVE MESSAGES AND GOOD CHARACTER
- PROMOTE ISLAMIC ARTS AND CREATIVE EXPRESSION
- ENGAGE YOUTH, STUDENTS AND THE COMMUNITY THROUGH MEANINGFUL MUSIC

COMPETITION HIGHLIGHTS

A PLATFORM FOR TALENT, CREATIVITY AND POSITIVE ISLAMIC EXPRESSION



ISLAMIC THEME SONGS

Songs with values, messages and inspiration



SOLO & GROUP CATEGORIES

Individual and group performances



LIVE PERFORMANCE ON STAGE

A vibrant and professional showcase



AWARDS & RECOGNITION

Attractive prizes and special awards



PUBLIC ENGAGEMENT

An entertaining and meaningful programme for all



TARGET PARTICIPANTS

- UNIVERSITY & COLLEGE STUDENTS
- YOUNG SINGERS & TALENTS
- YOUTH & COMMUNITY GROUPS
- OPEN TO MALAYSIAN AND INTERNATIONAL PARTICIPANTS

EXPECTED OUTCOMES

- DISCOVERY OF NEW TALENT
- GREATER YOUTH ENGAGEMENT IN ISLAMIC ARTS
- PROMOTION OF POSITIVE AND UNIVERSAL ISLAMIC VALUES

WIED WEEK 2027
HALAL FOOD FESTIVAL

A CELEBRATION OF GLOBAL HALAL CUISINE



23 – 25 APRIL 2027 (FRI – SUN)

10.00 am – 10.00 pm

MAEPS SERDANG

IN COLLABORATION WITH **HALAL INDUSTRY & FOOD PARTNERS**

ABOUT HALAL FOOD FESTIVAL

The Halal Food Festival is a vibrant culinary showcase that brings together a wide variety of halal cuisines, food innovations and lifestyle products from Malaysia and around the world, celebrating the richness, diversity and global potential of the halal food industry.



OBJECTIVES

- SHOWCASE THE DIVERSITY AND EXCELLENCE OF HALAL CUISINE
- PROMOTE HALAL FOOD INNOVATION, QUALITY AND SAFETY
- EMPOWER HALAL FOOD ENTREPRENEURS AND SMEs
- ENHANCE CONSUMER AWARENESS AND CONFIDENCE IN HALAL PRODUCTS
- POSITION MALAYSIA AS A REGIONAL HALAL FOOD HUB

FESTIVAL HIGHLIGHTS

A UNIQUE HALAL CULINARY EXPERIENCE BRINGING TOGETHER FOOD, INNOVATION AND CULTURE



GLOBAL HALAL CUISINE PAVILION
A wide selection of local and international halal delicacies



HALAL FOOD TRUCK PAVILION
Trendy and creative halal street food experience



HALAL FOOD PRODUCTS & INGREDIENTS
Showcase of halal food, beverages and ingredient solutions



LIVE COOKING & CULINARY DEMONSTRATION
By renowned chefs and industry experts



HALAL CULINARY CHALLENGE
A creativity and innovation competition for culinary talents



TARGET PARTICIPANTS

- HALAL FOOD ENTREPRENEURS & SMEs
- FOOD MANUFACTURERS & SUPPLIERS
- CULINARY PROFESSIONALS & CHEFS
- RETAILERS & DISTRIBUTORS
- CONSUMERS & GENERAL PUBLIC
- INTERNATIONAL BUYERS & TRADE VISITORS

EXPECTED OUTCOMES

- BUSINESS AND MARKET OPPORTUNITIES FOR HALAL FOOD PLAYERS
- GREATER AWARENESS OF HALAL FOOD INNOVATION
- NETWORKING AND INDUSTRY COLLABORATION
- STRENGTHEN MALAYSIA'S POSITION IN THE GLOBAL HALAL FOOD ECONOMY

WIED WEEK 2027

WIED BARAKAH RUN 2027

RUN FOR HEALTH, COMMUNITY AND A BETTER UMMAH



25 APRIL 2027 (SUNDAY) | **7.00 am – 11.00 am** | **MAEPS SERDANG** | **OPEN TO PUBLIC**

ABOUT WIED BARAKAH RUN

WIED Barakah Run 2027 is a community run that promotes a healthy lifestyle, unity and positive values in line with Islamic principles, while supporting the sustainability and well-being agenda of the ummah.



OBJECTIVES

- PROMOTE HEALTH, WELL-BEING AND AN ACTIVE LIFESTYLE
- STRENGTHEN UNITY, BROTHERHOOD AND COMMUNITY SPIRIT
- RAISE AWARENESS ON SUSTAINABILITY AND A HEALTHIER ENVIRONMENT
- SUPPORT SOCIAL IMPACT AND COMMUNITY-BASED INITIATIVES

RUN CATEGORIES

A MEANINGFUL RUN THAT UNITES HEALTH, FAITH, COMMUNITY AND SUSTAINABILITY



21 KM
HALF MARATHON



10 KM
CHALLENGE RUN



5 KM
FUN RUN



TARGET PARTICIPANTS

- GENERAL PUBLIC
- YOUTH & STUDENTS
- FAMILIES
- CORPORATE TEAMS
- COMMUNITY & NGO GROUPS
- HEALTH & SPORTS ENTHUSIASTS

EXPECTED OUTCOMES

- HEALTHIER AND MORE ACTIVE COMMUNITY
- GREATER UNITY AND SOCIAL COHESION
- HIGHER AWARENESS ON SUSTAINABLE LIVING
- POSITIVE SOCIAL IMPACT FOR THE UMMAH

WIED WEEK 2027

WIED CULTURAL FUSION 2027

A CELEBRATION OF ISLAMIC HERITAGE, CULTURE AND CREATIVITY



24 – 25 APRIL 2027 (SAT – SUN) | **9.00 am – 10.00 pm** | **HALL A1, MAEPS, SERDANG**

ABOUT WIED CULTURAL FUSION

WIED Cultural Fusion 2027 is a vibrant cultural showcase that promotes the richness and diversity of the Islamic world through traditional fashion and traditional dance, celebrating heritage, creativity, unity and cross-cultural understanding.



OBJECTIVES

- PRESERVE AND PROMOTE ISLAMIC CULTURAL HERITAGE
- SHOWCASE THE DIVERSITY AND BEAUTY OF TRADITIONAL FASHION AND DANCE
- NURTURE TALENT, CREATIVITY AND CULTURAL APPRECIATION
- STRENGTHEN CROSS-CULTURAL UNDERSTANDING AND PEOPLE-TO-PEOPLE CONNECTIONS

COMPETITION HIGHLIGHTS

TRADITIONAL FASHION SHOW & TRADITIONAL DANCE COMPETITION



TRADITIONAL FASHION SHOW

A showcase of traditional and modest fashion inspired by the rich heritage of the Islamic world.



TRADITIONAL DANCE COMPETITION

A competitive platform for traditional dance that highlights cultural identity, values and unity across the Islamic world.



TARGET PARTICIPANTS

- UNIVERSITIES & COLLEGES
- YOUTH & STUDENT GROUPS
- CULTURAL & ARTS ASSOCIATIONS
- COMMUNITY & NGO GROUPS
- LOCAL & INTERNATIONAL CULTURAL GROUPS

EXPECTED OUTCOMES

- ENHANCED APPRECIATION OF ISLAMIC ARTS & CULTURE
- DISCOVERY OF NEW TALENT
- GREATER CULTURAL HARMONY AND INCLUSIVITY
- CONTRIBUTION TO THE ISLAMIC CREATIVE ECONOMY

WIED
WIED WEEK 2027
WORLD ISLAMIC ECONOMIC DEVELOPMENT

MASTER PROGRAMME SCHEDULE & EVENT TIMELINE

WIED WEEK 2027



DAY	DATE	TIME	EVENT	SESSION & VENUE	PARTNERS
MONDAY	19 APRIL 2027	9.00 am – 5.00 pm	WORLD ISLAMIC ECONOMIC SYMPOSIUM (CALLING PAPER)	Hybrid (Online)	Innovative University College (IUC)
TUESDAY	20 APRIL 2027	8.00 am – 4.30 pm	INTERNATIONAL HALAL ECONOMIC CONFERENCE (IHEC)	University Sains Islam Malaysia (USIM)	University Sains Islam Malaysia (USIM)
WEDNESDAY	21 APRIL 2027	8.00 am – 4.00 pm	WIED YOUNG ENTREPRENEURS BOOTCAMP (WYEB)	Hybrid (Online)	Universities (TBA)
THURSDAY	22 APRIL 2027	9.00 am – 6.00 pm	WIED AMANAH EARTH PROGRAMME (WAEP)	Lakeside University Sains Islam Malaysia (USIM)	University Sains Islam Malaysia (USIM) PIBKS Negeri Sembilan Muslim Volunteer Malaysia (MVM)
FRIDAY	23 APRIL 2027	8.30 am – 5.00 pm	NATIONAL HALAL SUPERVISORS CONFERENCE	Hall D1, MAEPS Serdang	HQC Commerce Sdn. Bhd. Dewan Perniagaan Islam Malaysia (DPIM)
FRIDAY	23 APRIL 2027	7.00 pm – 11.30 pm	WORLD ISLAMIC ECONOMIC AWARD (WIEA)	Hall D2, MAEPS Serdang	Olympia Education Malaysia
SATURDAY	24 APRIL 2027	7.00 am – 11.00 am	WIED TREASURE QUEST (WTQ)	MAEPS Serdang	Universities (TBA)
SATURDAY	24 APRIL 2027	9.00 am – 4.30 pm	WORLD ISLAMIC ECONOMIC AUMMIT (WIES)	Hall A1, MAEPS Serdang	HQC Commerce Sdn. Bhd. Dewan Perniagaan Islam Malaysia (DPIM)
SATURDAY	24 APRIL 2027	6.00 pm – 10.00 pm	WIED SUARA UMMAH	Hall A1, MAEPS Serdang	Co- Organised (Mr. Azrin)
SATURDAY & SUNDAY	24 & 25 APRIL 2027	8.00 am – 10.00 pm	INTERNATIONAL HALAL ECONOMIC EXPO (IHEX)	Hall A2 & A3, MAEPS Serdang	MOTAC University Sains Islam Malaysia (USIM)
SATURDAY & SUNDAY	24 & 25 APRIL 2027	8.00 am – 10.00 pm	HALAL FOOD FESTIVAL	Boulevard Hall A, MAEPS Serdang	FAMA EATAI CHINA RAYDIATES BLUES (KL RAMADAN FESTIVAL)
SUNDAY	25 APRIL 2027	8.00 am – 11.00 am	WIED BARAKAH RUN 2027	MAEPS Serdang	Co- Organized (TBA)
SUNDAY	25 APRIL 2027	8.00 am – 1.00 pm	WORLD ISLAMIC TRAVEL & HOSPITALITY CONFERENCE (WITHC)	Hall A1, MAEPS Serdang	Chartered International Institute Of Islamic Hospitality & Umrah (CIHU)
SUNDAY	25 APRIL 2027	2.00 pm – 10.00 pm	WIED CULTURAL FUSION 2027 (Traditional Fashion & Dance)	Hall A1, MAEPS Serdang	MOTAC ASWARA
SUNDAY	25 APRIL 2027	8.00 am – 1.00 pm	LEADERS ROUNDTABLE & DECLARATION	Putrajaya	HQC Commerce Sdn. Bhd. Dewan Perniagaan Islam Malaysia (DPIM)

WIED WEEK 2027

MAEPS, SERDANG | 19 – 25 APRIL 2027

WIED
WIED WEEK 2027
WORLD ISLAMIC ECONOMIC DEVELOPMENT

INTERNATIONAL PARTICIPATION, DELEGATIONS & TARGET AUDIENCE



INTERNATIONAL PARTICIPATION

WIED WEEK 2027 will bring together government leaders, policymakers, industry captains, investors, academics and Islamic economy stakeholders from Malaysia and around the world to foster collaboration, trade, investment and sustainable growth within the Islamic economy.



- GLOBAL COLLABORATION
- TRADE & INVESTMENT LINKAGES
- SUSTAINABILITY & ESG PARTNERSHIPS
- KNOWLEDGE & RESEARCH EXCHANGE
- PEOPLE-TO-PEOPLE ENGAGEMENT

DELEGATION CATEGORIES



GOVERNMENT & POLICY DELEGATIONS
Ministries, regulatory bodies and national agencies.



INDUSTRY & BUSINESS DELEGATIONS
Chambers, trade associations, corporations and SMEs.



INVESTORS & FINANCIAL DELEGATIONS
Investment agencies, Islamic finance institutions and venture capital.



ACADEMIC & RESEARCH DELEGATIONS
Universities, research centres, think tanks and student groups.



INTERNATIONAL ORGANISATIONS & NGO DELEGATIONS
Islamic economy, sustainability, community and social impact organisations.

TARGET AUDIENCE

- GOVERNMENT LEADERS & POLICYMAKERS
- INDUSTRY LEADERS & CORPORATE EXECUTIVES
- HALAL BUSINESS PLAYERS & ENTREPRENEURS
- INVESTORS & FINANCIAL INSTITUTIONS
- ACADEMICS, RESEARCHERS & STUDENTS
- ESG & SUSTAINABILITY PRACTITIONERS
- TRADE PROMOTION AGENCIES
- TRAVEL & HOSPITALITY INDUSTRY PLAYERS
- YOUTH & TALENT DEVELOPMENT GROUPS
- COMMUNITY & CIVIL SOCIETY ORGANISATIONS

PARTICIPATION TARGETS

10,000+	30+	50+	300+	200+
TOTAL PARTICIPANTS (WIED WEEK)	COUNTRIES REPRESENTED	INTERNATIONAL DELEGATIONS	EXHIBITORS (IHEX EXPO)	STRATEGIC MEETINGS & BUSINESS MATCHING



WIED WEEK 2027

19 – 25 APRIL 2027

MAEPS, SERDANG, MALAYSIA

WIED
WIED WEEK 2027
WORLD ISLAMIC ECONOMIC DEVELOPMENT

GOVERNMENT AGENCIES, INSTITUTIONAL & STRATEGIC PARTNERSHIPS

PARTNERSHIP ECOSYSTEM



A MULTI-SECTOR COLLABORATION PLATFORM BRINGING TOGETHER GOVERNMENT, INDUSTRY, ACADEMIA, INTERNATIONAL ORGANISATIONS AND STRATEGIC PARTNERS TO ADVANCE THE ISLAMIC ECONOMY, HALAL INDUSTRY, SUSTAINABILITY AND INCLUSIVE ECONOMIC GROWTH.

GOVERNMENT & NATIONAL DEVELOPMENT

- Prime Minister's Department
- Ministry of Economy
- Ministry of Finance (MOF)
- Ministry of Investment, Trade and Industry (MITI)
- Ministry of Foreign Affairs
- Ministry of Entrepreneur and Cooperatives Development (KUSKOP)
- Ministry of Higher Education (MOHE)
- Ministry of Tourism, Arts and Culture (MOTAC)
- Other relevant ministries and agencies

ISLAMIC ECONOMY & HALAL INDUSTRY

- Department of Islamic Development Malaysia (JAKIM)
- Halal Development Corporation (HDC)
- Department of Standards Malaysia (JSM)
- SIRIM Berhad / SIRIM QAS
- MATRADE
- Ministry of Health (MOH)
- Department of Veterinary Services (DVS)
- Federal Agricultural Marketing Authority (FAMA)
- MARDI and other relevant agencies

ISLAMIC FINANCE, BANKING & INVESTMENT

- Bank Negara Malaysia (BNM)
- Securities Commission Malaysia (SC)
- Bursa Malaysia
- Association of Islamic Banking and Financial Institutions Malaysia (AIBIM)
- Malaysian Takaful Association (MTA)
- Development finance: SME Bank, EXIM Bank, MIDF, CGC, MDV
- Tabung Haji, PNB, KWSP, KWAP
- International partners: IsDB, ICD, ITFC, ICIEC, AAOIFI

INTERNATIONAL TRADE, EXPORT & MARKET ACCESS

- Ministry of Investment, Trade and Industry (MITI)
- Malaysia External Trade Development Corporation (MATRADE)
- Malaysian Investment Development Authority (MIDA)
- Malaysia Convention & Exhibition Bureau (MyCEB)
- Royal Malaysian Customs Department
- National Chamber of Commerce and Industry of Malaysia (NCCIM)
- ASEAN, OIC, WTO and international chambers

SUSTAINABILITY, ESG & ENERGY TRANSITION

- Ministry of Natural Resources and Environmental Sustainability (NRES)
- Ministry of Energy Transition and Water Transformation (PETRA)
- Sustainable Energy Development Authority (SEDA)
- Malaysian Green Technology and Climate Change Corporation (MGTC)
- Department of Environment (DOE/JAS)
- Energy Commission (Suruhanjaya Tenaga)
- Global partners: GRI, IFRS, ISSB, UNDP, UNEP, IRENA



SME DEVELOPMENT, ENTREPRENEURSHIP & COOPERATIVES

- Ministry of Entrepreneur and Cooperatives Development (KUSKOP)
- SME Corporation Malaysia
- MARA, TEKUN Nasional, AIM, INSKEN
- PUNB, PERNAS, TERAJU
- Cooperative Commission of Malaysia (SKM)
- Malaysia Productivity Corporation (MPC)
- Cradle, MTDC, MAVCAP
- Business and industry associations (FMM, ACCCIM, DPMM, MAICCI)

DIGITAL ECONOMY, AI & TECHNOLOGY

- Ministry of Digital
- Malaysia Digital Economy Corporation (MDEC)
- Malaysian Communications and Multimedia Commission (MCMC)
- CyberSecurity Malaysia
- MRANTI, MTDC, MOSTI
- National Tech Association of Malaysia (PIKOM)
- Global tech partners: Microsoft, Google, AWS, Huawei, IBM and others

TOURISM, HOSPITALITY & MUSLIM-FRIENDLY TRAVEL

- Ministry of Tourism, Arts and Culture (MOTAC)
- Tourism Malaysia
- Islamic Tourism Centre (ITC)
- Malaysia Convention & Exhibition Bureau (MyCEB)
- Malaysian Association of Hotels (MAH)
- Malaysian Association of Tour and Travel Agents (MATTA)
- Airlines, airports and hospitality groups

AGRICULTURE, FOOD SECURITY & FOOD INDUSTRY

- Ministry of Agriculture and Food Security (KPKM)
- Department of Agriculture (DOA)
- Department of Fisheries
- Department of Veterinary Services (DVS)
- FAMA, MARDI, MPOB
- Malaysian Association of Food Manufacturers (MAFM)
- Agrobank and relevant industry partners

EDUCATION, RESEARCH, TVET & TALENT DEVELOPMENT

- Ministry of Higher Education (MOHE)
- Ministry of Education (MOE)
- Ministry of Human Resources (KESUMA)
- Department of Skills Development (JPK)
- HRD Corp, Malaysian Qualifications Agency (MQA)
- Universities (USIM, IIUM, UM, UKM, UPM, UTM, UITM and others)
- Research and think tanks (MIER, ISIS Malaysia, Khazanah Research Institute)

CULTURE, CREATIVE ECONOMY, YOUTH & COMMUNITY

- Ministry of Tourism, Arts and Culture (MOTAC)
- National Department for Culture and Arts (JKKN)
- National Film Development Corporation Malaysia (FINAS)
- National Arts, Culture and Heritage Academy (ASWARA)
- Ministry of Youth and Sports (KBS)
- Ministry of National Unity
- Muslim Volunteer Malaysia (MVM) and community partners

INTERNATIONAL & MULTILATERAL PARTNERS

- Islamic Development Bank (IsDB)
- Islamic Centre for Development of Trade (ICDT)
- Islamic Chamber of Commerce, Industry and Agriculture (ICCIA)
- Organisation of Islamic Cooperation (OIC)
- SMIIC, ITFC, ICIEC, OIC-SESRIC
- United Nations (UNDP, UNEP, UN Global Compact)
- ASEAN Secretariat, APEC and other international organisations

MEDIA, COMMUNICATIONS & KNOWLEDGE PARTNERS

- Ministry of Communications
- Department of Information Malaysia
- Bernama, RTM, Astro Awani, Media Prima
- The Star, New Straits Times, The Edge Malaysia
- Institute of Strategic and International Studies (ISIS)
- Malaysian Institute of Economic Research (MIER)
- Universities, research centres and industry publishers

STRATEGIC PARTNERSHIP FRAMEWORK

GOVERNMENT PATRON / ENDORSEMENT | STRATEGIC GOVERNMENT PARTNER | INTERNATIONAL INSTITUTIONAL PARTNER | KNOWLEDGE PARTNER | INDUSTRY PARTNER | INVESTMENT PARTNER | PROGRAMME PARTNER | MEDIA PARTNER | COMMUNITY PARTNER



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WORLD ISLAMIC ECONOMIC DEVELOPMENT

FINANCIAL FRAMEWORK, BUDGET & REVENUE MODEL

WIED WEEK 2027



A COMPREHENSIVE FINANCIAL PLAN TO DELIVER A HIGH-IMPACT, MULTI-EVENT PLATFORM FOR THE ISLAMIC ECONOMY, HALAL INDUSTRY, INVESTMENT, TRADE, SUSTAINABILITY AND INCLUSIVE GROWTH.

BUDGET SUMMARY

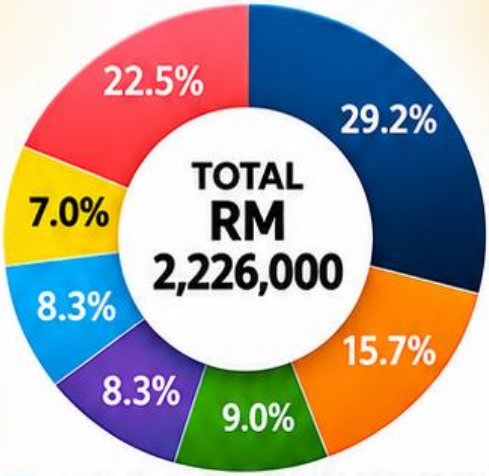
TOTAL ESTIMATED BUDGET

RM 2,226,000

15 PROGRAMMES

19 – 25 APRIL 2027 (7 DAYS)

BUDGET ALLOCATION BY PROGRAMME



- WIES (Summit) – RM 650,000 (29.2%)
- IHEX (Expo) – RM 350,000 (15.7%)
- WAEP – RM 200,000 (9.0%)
- NHS Conference – RM 185,000 (8.3%)
- WIEA – RM 185,000 (8.3%)
- IHEC – RM 158,000 (7.0%)
- Other Programmes (9 events) – RM 498,000 (22.5%)

PROGRAMME BUDGET BREAKDOWN

NO.	DATE	PROGRAMME / EVENT	ESTIMATED BUDGET (RM)
1	19 April 2027	World Islamic Economic Symposium (Calling Paper)	20,000
2	20 April 2027	International Halal Economic Conference (IHEC)	158,000
3	21 April 2027	WIED Young Entrepreneurs' Bootcamp (WYEB)	23,000
4	22 April 2027	WIED Amanah Earth Programme (WAEP)	200,000
5	23 April 2027	National Halal Supervisors Conference	185,000
6	23 April 2027	World Islamic Economic Award (WIEA)	185,000
7	24 April 2027	WIED Treasure Quest (WTQ)	50,000
8	24 April 2027	World Islamic Economic Summit (WIES)	650,000
9	24 April 2027	WIED Suara Ummah	30,000
10	24 & 25 April 2027	International Halal Economic Expo (IHEX)	350,000
11	24 & 25 April 2027	Halal Food Festival	100,000
12	25 April 2027	WIED Barakah Run 2027	100,000
13	25 April 2027	World Islamic Travel & Hospitality Conference (WITHC)	65,000
14	25 April 2027	WIED Cultural Fusion 2027	60,000
15	25 April 2027	Leaders Roundtable & Declaration	50,000
		TOTAL ESTIMATED BUDGET	**RM 2,226,000**

REVENUE MODEL (INDICATIVE)

- Sponsorship & Strategic Partnership
- Exhibition & Booth Sales (IHEX)
- Conference & Summit Registration
- Awards & Nominations (WIEA)
- Programme Participation (Competitions, Run, Cultural, etc.)
- Other Income (Merchandise, Publication, Ads, etc.)

FINANCIAL GOVERNANCE

- Budget control by the Organising Committee with clear approval authority.
- Cost monitoring and periodic financial review (by programme and overall).
- Transparent reporting and full financial discipline (e.g. audit-ready records).
- Revenue tracking and reconciliation for all income streams.
- Compliance with sponsorship, grant and institutional requirements.

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SPONSORSHIP FRAMEWORK & PARTNERSHIP BENEFITS

A STRATEGIC PLATFORM TO ELEVATE YOUR BRAND, EXPAND MARKET REACH, BUILD GLOBAL PARTNERSHIPS AND CREATE LASTING IMPACT IN THE ISLAMIC ECONOMY.



WHY PARTNER WITH WIED WEEK 2027?

- ALIGN WITH A GLOBAL ISLAMIC ECONOMY PLATFORM
- ENGAGE WITH HIGH-LEVEL LEADERS, POLICYMAKERS AND INVESTORS
- SHOWCASE YOUR SOLUTIONS, PRODUCTS AND INNOVATIONS
- DRIVE BUSINESS OPPORTUNITIES AND MARKET EXPANSION
- SUPPORT SUSTAINABILITY, INCLUSIVITY AND SHARED PROSPERITY

SPONSORSHIP PACKAGES

BENEFITS	PLATINUM STRATEGIC PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER
Brand Positioning & Recognition	Top-tier branding across all WIED Week platforms	Prominent branding across key programmes	Branding at selected programmes and venues	Brand logo on event platforms
Speaking Opportunities	Keynote / Plenary / Panel (priority)	Panel / Track Session (by invitation)	Selected Session (by invitation)	–
Exhibition Booth (IHEX)	Prime Location (Bigger Space)	Strategic Location (Standard Space)	Standard Location	Basic Booth
Event Access & Participation	VIP Access, Delegation & Networking Sessions	Priority Access & Networking	Conference Access	Conference Access
Brand Exposure	Full media, digital and print exposure	Extensive digital and event exposure	Targeted digital exposure	Event listing & acknowledgement
Programme Involvement	Co-creation / Branding of a programme or hub	Support selected programme	Programme support	–
Additional Privileges	Customised benefits (e.g. data, meetings, VIP hosting)	Selected privileges (e.g. business matching)	–	–

PARTNERSHIP CATEGORIES

- **STRATEGIC PARTNER** (Government / Institution)
- **INDUSTRY PARTNER** (Sector / Association)
- **KNOWLEDGE PARTNER** (Academic / Research)
- **SUSTAINABILITY PARTNER** (ESG / Green / Impact)
- **MEDIA PARTNER** (Broadcast / Digital / Publication)
- **PROGRAMME PARTNER** (Event / Hub /

PARTNERSHIP BENEFITS & IMPACT

- INCREASED BRAND VISIBILITY AND CREDIBILITY
- DIRECT ENGAGEMENT WITH TARGET MARKETS
- ACCESS TO A DIVERSE AND GLOBAL NETWORK
- CONTRIBUTION TO THE GROWTH OF THE ISLAMIC ECONOMY
- MEASURABLE BUSINESS, INVESTMENT AND SOCIAL IMPACT

BE PART OF A GLOBAL MOVEMENT

Join WIED WEEK 2027 as a valued partner to drive innovation, collaboration and sustainable growth for a more inclusive and resilient Islamic economy.

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WORLD ISLAMIC ECONOMIC DEVELOPMENT

EXPECTED ECONOMIC IMPACT, OUTCOMES & LEGACY

WIED WEEK 2027



A HIGH-IMPACT, MULTI-EVENT PLATFORM THAT DRIVES ECONOMIC VALUE, INDUSTRY GROWTH, GLOBAL COLLABORATION AND A LASTING LEGACY FOR THE ISLAMIC ECONOMY.

EXPECTED ECONOMIC IMPACT

> RM10–15 MILLION
ESTIMATED TOTAL ECONOMIC IMPACT

> 5,000 DELEGATES
LOCAL & INTERNATIONAL

50+ COUNTRIES
GOVERNMENT, INDUSTRY, ACADEMIA & INVESTORS

500+ EXHIBITORS
PRODUCTS, SERVICES & SOLUTIONS

RM500M+
ESTIMATED BUSINESS & INVESTMENT OPPORTUNITIES

LOCAL ECONOMY BOOST
HOSPITALITY, TOURISM, F&B, LOGISTICS & SERVICES

KEY OUTCOMES

BUSINESS & INVESTMENT
Facilitate trade deals, strategic partnerships and new investment opportunities.

HALAL INDUSTRY GROWTH
Strengthen the halal value chain, market access and global competitiveness.

SUSTAINABILITY & ESG
Drive ESG adoption, green transition and responsible business practices.

INNOVATION & DIGITALISATION
Showcase technology, AI and innovation for inclusive and sustainable growth.

TALENT & ENTREPRENEURSHIP
Empower entrepreneurs, SMEs and youth through knowledge, skills and market access.

GLOBAL COLLABORATION
Build long-term cooperation across OIC, ASEAN and other key markets.



THE LEGACY OF WIED WEEK

A CONTINUOUS PLATFORM
Annual convergence for policy dialogue, business collaboration and knowledge exchange.

A STRONGER ISLAMIC ECONOMY ECOSYSTEM
Connecting government, industry, academia, investors and communities.

SUSTAINABLE & INCLUSIVE GROWTH
Advancing a resilient, ethical and people-centric economy for the long term.

TALENT & KNOWLEDGE DEVELOPMENT
Nurturing future leaders, researchers and entrepreneurs for the global Islamic economy.

GLOBAL RECOGNITION
Positioning Malaysia as a leading hub for the Islamic economy, halal innovation and sustainable development.



OVERALL IMPACT

WIED WEEK 2027 IS MORE THAN A SERIES OF EVENTS — IT IS A CATALYST FOR INVESTMENT, INNOVATION, SUSTAINABILITY AND GLOBAL COLLABORATION, CREATING LONG-TERM ECONOMIC, SOCIAL AND KNOWLEDGE LEGACY FOR MALAYSIA AND THE ISLAMIC WORLD.



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WORLD ISLAMIC ECONOMIC DEVELOPMENT

ORGANISATIONAL GOVERNANCE, MANAGEMENT & IMPLEMENTATION

WIED WEEK 2027



A WELL-STRUCTURED GOVERNANCE AND EXECUTION FRAMEWORK TO ENSURE STRATEGIC ALIGNMENT, OPERATIONAL EXCELLENCE, ACCOUNTABILITY AND LASTING IMPACT.

GOVERNANCE STRUCTURE

- **PATRON** (Government / Lead Ministry)
- **STEERING COMMITTEE** (Policy, Strategic Direction & Oversight)
- **ORGANISING COMMITTEE** (Overall Planning & Implementation)
- **PROGRAMME COMMITTEES** (Flagship & Supporting Events)
- **SECRETARIAT** (Coordination, Administration & Operations)

ORGANISATIONAL STRUCTURE

- **ORGANISING CHAIRMAN** WIED WEEK 2027
  - **PROJECT DIRECTOR** (Overall Management)
    - **PROGRAMME MANAGEMENT** (Events, Content & Speakers)
    - **OPERATIONS & LOGISTICS** (Venue, AV, Safety, Exhibition & (On-site Management)
    - **COMMERCIAL & PARTNERSHIP** (Sponsorship, Exhibition, Sales & Investment)
    - **MARKETING & STAKEHOLDER ENGAGEMENT** (Promotion, Media, Delegates & Outreach)
    - **FINANCE & PROCUREMENT** (Budget, Payment & Compliance)
    - **INTERNATIONAL RELATIONS** (Global Partners, Delegations & MoUs)
    - **ESG & IMPACT** (Sustainability, Inclusion & Legacy Programmes)
    - **ADMINISTRATION & SUPPORT** (HR, Documentation, Protocol & Volunteer Management)

KEY ROLES & RESPONSIBILITIES

Patron	Provide high-level endorsement and national positioning.
Steering Committee	Set strategic direction, policies and overall oversight.
Organising Committee	Translate strategy into actionable plans and ensure delivery.
Programme Committees	Develop and execute individual event programmes.
Secretariat	Coordinate daily operations, administration and stakeholder support.

IMPLEMENTATION ROADMAP

1. **PLANNING & SETUP** — Q3 – Q4 2026
2. **ENGAGEMENT & MOBILISATION** — Q4 2026 – Q1 2027
3. **EXECUTION & DELIVERY** — 19 – 25 APRIL 2027
4. **EVALUATION & LEGACY** — Q2 – Q3 2027

IMPLEMENTATION APPROACH

STRATEGIC PLANNING	Integrated, multi-event planning with clear KPIs and deliverables.
COORDINATED EXECUTION	Cross-functional team and standard operating procedures (SOPs).
STAKEHOLDER ENGAGEMENT	Active collaboration with government, industry, academia and international partners.
MONITORING & EVALUATION	Progress tracking, risk management and post-event impact assessment.

RISK MANAGEMENT & COMPLIANCE

- **RISK IDENTIFICATION** (Operational, Financial, Reputational, Safety & Security)
- **MITIGATION & CONTROL** (SOPs, contingency plans and insurance coverage)
- **REGULATORY COMPLIANCE** (Venue, permits, health & safety, data privacy and ESG)
- **BUSINESS CONTINUITY** (Recovery plans and alternative arrangements)



EXPECTED DELIVERY

- WELL-GOVERNED & TRANSPARENT
- PROFESSIONALLY EXECUTED
- MULTI-STAKEHOLDER COLLABORATION
- MEASURABLE IMPACT
- SUSTAINABLE LEGACY

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ORGANISER PROFILE

WIED, OLYMPIA EDUCATION & MIFEC

A STRATEGIC ECOSYSTEM FOR KNOWLEDGE, INDUSTRY, TRADE AND ECONOMIC DEVELOPMENT



WORLD ISLAMIC ECONOMIC DEVELOPMENT (WIED)

OLYMPIA EDUCATION MALAYSIA

MALAYSIA INTERNATIONAL FORUM, EXHIBITION AND CONFERENCE (MIFEC)

THE PLATFORM

A global platform that drives the development of the Islamic economy through knowledge, industry collaboration, trade, investment and sustainable growth.

- Thought leadership & policy dialogue
- Industry development & international cooperation
- Sustainability, ESG & inclusive economic growth
- A network of global partners and stakeholders

THE KNOWLEDGE PARTNER

A leading education and human capital development organisation committed to delivering industry-relevant learning, professional certification and capacity building.

- Education, training & professional development
- Industry certification & micro-credential programmes
- Talent development & workforce readiness
- Research, knowledge creation & thought leadership

THE EVENT ENABLER

A professional event management arm specialising in the end-to-end delivery of international forums, exhibitions, conferences and awards that connect government, industry, academia and global stakeholders.

- Integrated event planning & management
- Exhibition & business matching solutions
- Stakeholder engagement & partnership development
- End-to-end event operations & logistics management

OUR COLLECTIVE STRENGTHS

INTEGRATED ECOSYSTEM
Connecting knowledge, industry, trade, investment and human capital.

GLOBAL NETWORK
Collaboration across governments, industry, academia and international organisations.

END-TO-END CAPABILITIES
From concept, content development, event execution to impact evaluation.

EXPERIENCED TEAM
Proven experience in managing multi-sector and international events.

CREDIBILITY & TRUST
A recognised platform for impactful, high-quality and inclusive programmes.

TOGETHER, WE DELIVER



KNOWLEDGE & POLICY DIALOGUE | INDUSTRY & BUSINESS OPPORTUNITIES | SUSTAINABLE & INCLUSIVE GROWTH | GLOBAL COLLABORATION & IMPACT

A STRATEGIC PARTNERSHIP THAT CREATES MEANINGFUL PROGRAMMES, DRIVES ECONOMIC VALUE AND DELIVERS A LASTING LEGACY FOR THE ISLAMIC ECONOMY.

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WORLD ISLAMIC ECONOMIC DEVELOPMENT

WORLD ISLAMIC ECONOMIC WEEK 2027
KNOWLEDGE | INVESTMENT | TRADE
SUSTAINABILITY | INCLUSIVITY



WORLD ISLAMIC ECONOMIC DEVELOPMENT (WIED)

OLYMPIA EDUCATION MALAYSIA

MALAYSIA INTERNATIONAL FORUM, EXHIBITION AND CONFERENCE (MIFEC)

PROGRAMME COMMITTEE

CHAIRMAN	YBhg. Tan Sri Dato' Seri Dr. Haji Mohamed Yusof Bin Haji Mohamed Noor
OWNER	Mr. Azrin Sabirin
SUPERVISOR	Dr. Hassan Marzuki & Mr. Razi
CORPORATE COMM.	Mr. Azrin Sabirin, Ms. Khairun Nisa, Dr. Afini & Dr. Affiya
PROTOCOL	Ms. Dayana
MULTIMEDIA	Pn. Farhana & Team
WEB & TECHNICAL	Mr. Aiman & Team
DIGITAL MARKETING	Mr. Han & Team
FLOOR MANAGER	Ms. Ryna, Ms. Zuraida, Dr. Syafica, Dr. Wan Eahwan
FINANCE	Ms. Hazwani & Team
LOGISTIC	Mr. Ariffin & Mr. Arfan
EVENT ORGANISER	Mr. Hamen & MIFEC Team
SALES & ENGAGEMENT	Mr. Azrin Sabirin, Mr. Hamen, Mr. Ariffin, Ms. Dayana

CONTACT INFORMATION

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011 - 5581 9299 (En Ariffin)
03-8959 7999 (Office)

wied@mifec.my
(Official Email)

OFFICIAL WEBSITES

islamic-economic.org

olympia-education.com

mifec.my/en



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You Are Invited
TO BE PART OF
WIED WEEK 2027
CONNECT | COLLABORATE | INVEST | INNOVATE
FOR A SUSTAINABLE AND INCLUSIVE ISLAMIC ECONOMY